



Debbie DynerHarris <debbie.dynerharris@lacity.org>

BID description

3 messages

Debbie DynerHarris <debbie.dynerharris@lacity.org>

Tue, Aug 2, 2016 at 12:58 PM

To: Miranda Paster <miranda.paster@lacity.org>

Hi Miranda, I hope you are doing well. There has been a lot of negative and incorrect information about the Venice BID floating around lately and we wanted to put more accurate info out. I wanted to run this by you to make sure we have our facts correct. If you can get back to me today that would be awesome. Thanks!

Debbie

WHAT IS A BID?

A Business Improvement District, or BID, is a geographically defined area in which property owners form an assessment district to charge themselves a fee to pay for agreed upon services, activities and programs above and beyond those provided by the City of Los Angeles.

BIDs exist all over the United States, and are a common and popular tool to improve and beautify neighborhoods. Every major city in America has BIDs. San Francisco, San Diego, New York City all have multiple BIDs. There are more than 40 BIDs in the City of Los Angeles, in a wide and diverse range of communities, including in Downtown Los Angeles, Hollywood, Westchester, Brentwood, Pacific Palisades, Canoga Park, Encino, Leimert Park, South Los Angeles, and Wilmington.

BIDs can choose to provide a range of services to supplement those provided by the City. That can include cleaning and maintenance, additional security, special event programming, and marketing. The BID itself determines which services to provide through the fees raised by the special assessment district.

In the case of the Venice BID, assessed fees could be used for more frequent restroom cleaning, maintenance of the boardwalk, or additional security. The goal is to provide a safer and cleaner neighborhood for **everyone** to enjoy. Despite considerable attention and resources directed to the area, Venice Beach and nearby areas are still in dire need of the kind of extra attention that a BID could provide.

BACKGROUND ON BIDs AND ASSESSMENT DISTRICTS

A BID does not govern, manage or control public property. It is merely an assessment district that provides supplemental services to the neighborhood.

Assessment districts are quite common. For instance, in the state of California, that is how street lighting is paid for. Property owners determine whether or not they want street lighting, and if they vote that they do, then each house which benefits from that light directly is assessed on their tax bills the amount of money to pay for it. Pedestrians and drivers also benefit peripherally as they get more lighting when they pass by, but since it is not direct and every single day, they are not assessed. Only property owners within the BID boundary pay anything extra.

In another example, a couple of years ago, property owners in a Mar Vista neighborhood voted to assess themselves money to do curb and gutter repairs in their neighborhood. Only those who front those streets and live with them every day are asked to vote and then pay the additional assessment fee, but they do not get exclusive use of the road in return. The roads still belong to the general public and all sorts of vehicular drivers, pedestrians and bicycle riders also may use the streets and would benefit from the improvement.

Under state law, businesses and property owners are allowed to use assessment districts to create BIDs.

Former Councilmember Bill Rosendahl urged property owners to form a BID as early as 2008, as did the Venice Neighborhood Council. Councilmember Bonin supported the formation of the BID as a candidate in 2012 and 2013, and has been publicly stating his support for it since taking office.

THE APPROVAL PROCESS

The Venice BID has gone through the exact same public process as each and every BID and other assessment district in Los Angeles, with a public hearing and input from property owners and people who love Venice. The

process includes petitions, public hearings, and an election.

To start a BID in Los Angeles, a group of property owners or business owners (the Venice BID is a property owner BID, not a business owner BID) get together to determine they want to create a BID to assess themselves to make improvements to the neighborhood. Once they determine they want to move forward, they hire a project manager who helps them determine proposed boundaries and proposed priority services. They then consult with the City Clerk to ensure that they follow the City's implementation processes and develop a boundary map and a management plan. Then the proposed BID is subject to a petition process. Petitions explaining the BID, its boundaries and what it would do are sent to all property owners within the BID boundaries. Property owners then submit their petitions with either a yes or no vote on whether or not they want a formal BID to be considered. Approval of the owners of a majority of the total value of the properties in the BID area is required to move forward (for example, if the combined property values in a bid area equal \$100, the owners of at least \$51 dollars worth of the properties must approve the BID for it to move forward). Following a public hearing, the City Council certifies the petitions. The next step is an actual election. Ballots are mailed to every property owner in the proposed BID area. To win approval, the proposed BID must win support from the owners of a majority of the total value of property who return ballots.

Because BIDs are assessment districts that levy fees on its members, state law restricts the voting to those being asked to pay, and though everyone gets to benefit from the improvements made by the BID, only the property owners paying for it get to vote in the BID election.



David Graham-Caso
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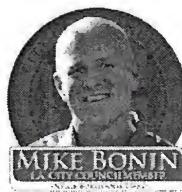


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Miranda Paster <miranda.paster@lacity.org>
 To: Debbie DynerHarris <debbie.dynerharris@lacity.org>

Wed, Aug 3, 2016 at 9:49 AM

Hi Debbie.

Please call me if you have any questions. Please note the amendments below in bold (the Prop 218 ballot can not be called an election):

On Tue, Aug 2, 2016 at 12:58 PM, Debbie DynerHarris <debbie.dynerharris@lacity.org> wrote:

Hi Miranda, I hope you are doing well. There has been a lot of negative and incorrect information about the Venice BID floating around lately and we wanted to put more accurate info out. I wanted to run this by you to make sure we have our facts correct. If you can get back to me today that would be awesome. Thanks!

Debbie

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BIDs exist all over the United States, and are a common and popular tool to improve and beautify **commercial neighborhoods**. Every major city in America has BIDs. San Francisco, San Diego, New York City all have multiple BIDs. There are more than 40 BIDs in the City of Los Angeles, in a wide and diverse range of communities, including in Downtown Los Angeles, Hollywood, Westchester, **San Pedro (wouldn't mention Brentwood)**, Pacific Palisades, Canoga Park, Encino, Leimert Park, South Los Angeles, and Wilmington.

BIDs can choose to provide a range of services to supplement those provided by the City. That can include cleaning and maintenance, additional security, special event programming, and marketing. The BID itself determines which services to provide through the fees raised by the special assessment district.

In the case of the Venice BID, assessed fees could be used for more **frequent restroom cleaning (not listed - listed in bold below in the clean and safe category from the Management District Plan)**, maintenance of the boardwalk, or additional security. The goal is to provide a safer and cleaner **commercial neighborhood**.

Everyone can enjoy the special benefits provided by the proposed Venice Beach Business Improvement District. Despite considerable attention and resources directed to the area, Venice Beach and nearby areas are still in dire need of the kind of extra attention that a BID could provide.

Clean encompasses all sidewalk, curb and other right-of-way services in the District and includes: sweeping, litter removal, bulky item removal, enhanced emptying of trash cans, pressure washing/steam cleaning, graffiti/flyer/sticker/gum removal, tree trimming and weeding. Clean also includes the cost of equipment necessary to provide these services. Clean may also include property owner notification of conditions on private property that are unsafe or unfavorable to creating and preserving a clean and safe environment in the District (e.g. broken window/gate, vandalism, accumulated debris/garbage, etc.) Clean may also include notification to the City or other entities as appropriate (e.g. utilities) of any damage to public infrastructure or utilities.

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Assessment districts are quite common. For instance, in the state of California, that is how street lighting is paid for. Property owners determine whether or not they want street lighting, and if they vote that they do, then each house which benefits from that light directly is assessed on their tax bills the amount of money to pay for it. Pedestrians and drivers also benefit peripherally as they get more lighting when they pass by, but since it is not direct and every single day, they are not assessed. Only property owners within the BID boundary pay anything extra.

In another example, a couple of years ago, property owners in a Mar Vista neighborhood voted to assess themselves money to do curb and gutter repairs in their neighborhood. Only those who front those streets and live with them every day are asked to vote and then pay the additional assessment fee, but they do not get exclusive use of the road in return. The roads still belong to the general public and all sorts of vehicular drivers, pedestrians and bicycle riders also may use the streets and would benefit from the improvement.

Under state law, businesses and property owners are allowed to use assessment districts to create BIDs.

Former Councilmember Bill Rosendahl *urged supported* property owners to form a BID as early as 2008, as did the Venice Neighborhood Council. Councilmember Bonin supported the formation of the BID as a candidate in 2012 and 2013, and has been publicly stating his support for it since taking office.

THE APPROVAL PROCESS

The Venice BID has gone through the exact same public process as each and every BID and other assessment district in Los Angeles, with a public hearing and input from property owners and people who love Venice. The process includes petitions, public hearings, and an **Proposition 218 ballot**.

To start a BID in Los Angeles, a group of property owners or business owners (the Venice BID is a property owner BID, not a business owner BID) get together to determine they want to create a BID to assess themselves to make improvements to the neighborhood. Once they determine they want to move forward, they hire a project manager who helps them determine proposed boundaries and proposed priority services. They then consult with the City Clerk to ensure that they follow the City's implementation processes and develop a boundary map and a management plan. Then the proposed BID is subject to a petition process. Petitions explaining the BID, its boundaries and what it would do are sent to all property owners within the BID boundaries. Property owners then submit their petitions with either a yes or no vote on whether or not they want a formal BID to be considered. Approval of the owners of a majority of the total value of the properties in the BID area is required to move forward (for example, if the combined property values in a bid area equal \$100, the owners of at least \$51 dollars worth of the properties must approve the BID for it to move forward). Following a public hearing, the City Council certifies the petitions. The next step is an actual Proposition 218 ballot. Ballots are mailed to every property owner in the proposed BID area. To win approval, the proposed BID must win support from the owners of a majority of the total value of property who return ballots.

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Counting my blessings - Sing and be Happy Today!

http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png

Debbie DynerHarris <debbie.dynerharris@lacity.org>
To: david grahamcaso <david.grahamcaso@lacity.org>, Chad Molnar <chad.molnar@lacity.org>

Wed, Aug 3, 2016 at 9:56 AM

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